

# **CHAPTER 1**

## **INTRODUCTION**

This chapter presents the introduction of the research. It consists background of the research, research questions, the purpose of the research, the significance of the research, clarification of terms, and organization of paper.

### **1.1 Background of Research**

In order to promote the product, the producer needs some good ideas or strategies to get the attention from the consumers to buy their product. The effective strategy frequently used today is by an advertisement. Advertisement is the most persuasive sales messages that are directed to the most potential consumer for specific products or services at low cost. Emphasizing by Jeffkins that the messages of product advertising that are everywhere, they are on billboards, on the radio, on television, on buses and subways, in magazines and newspapers, on posters, on clothes, shoes, hats, pens-and the list could go on and on (Jeffkins 1996:5). One of the most interesting media used by advertisement is through television because it involves audio visual.

Advertisement in the media television become the most interesting one because using audio visual to communicate about the product. It can be explained by Istanto argued that advertisement become one of the function to communicate for information about the product, idea, services or assistance concerning special quality, overplus, benefit, and characteristic the product (Istanto, 1999:9). It means advertisement using both verbal and nonverbal techniques to make its messages as persuasive as possible, an advertisement has become an

integral category of modern day culture designed to influence attitudes and lifestyle behaviors refer to the society.

Advertisement in this modern society, not only concern about how to introduce product or how to attract consumers but also build image, then advertising has become one of the ways deliver and insert a certain message of persuasive refer to the product itself to the social life. Based on the Istanto argued that reconstructing the image in advertising department should make something special in order to differentiate it with other advertisement or make a certain stereotype (Istanto 1999:10).

Regarding to the opinion above that in order to make a certain stereotype many advertisement have to struggle to make an image and ideology that the purpose is to make something difference from another advertisement, certain in the language which using in the advertisement, slogan, and visualization in the advertisement. Besides the persuasion strategies that focus on desirable image and identity characteristics are particularly important for products especially for cigarettes advertisements, because there are differences rule among other brands than cigarette advertisement which is often very subtle or intangible, from the differences makes the image or message in the cigarette advertisement become attractive media.

Cigarette advertisements is an attractive media because unlike the other advertisements, cigarette advertisements are not directly, explicitly and vulgarly expressed in words or visual. There are some rules about cigarettes advertising in Indonesia (Undang-Undang Penyiaran dan Iklan Rokok di Televisi) explained about the reason why there must be regulations about cigarette advertising.

The regulation about cigarette advertisements are act No. 24. 1997 about broadcasting stated explicitly that the advertisement which depict and shows smoking activity is prohibited. In act No. 40 1999 about press that prohibits the appearance of cigarettes product in the advertisement and also anything that indicates smoking activity. In the No 28 2000 about cigarette protection for health (1) The cigarette advertising in the electronic media is only permitted to broadcast at 9.30 p.m until 5.00 a.m. the same regulations appears in Megawati era (Government Regulation No. 19 2003 (3)) and Susilo Bambang Yudhoyono's era (Government Regulation No. 11 2005 (25 verse 4)) (Josua Sitompul, 2015:4).

Based on the regulations which comes from the government make cigarette advertisements lose some part of their space and freedom to promote their product. Therefore to making cigarette advertisements refer to communication the message well, reach sympathy the society's attention and persuasive. Then the producers of cigarette advertisements uses their creativities for cigarette advertisements. The creation used by cigarette advertisement has explained by Istanto that using phenomena in the society, motivation words in the scene, and unique slogan. In order word the message in cigarette advertisements often using connotative meaning. it mean that cigarette advertisement have a connotative meaning in order to hide the product of cigarette but make the reader's attention the product, it mean that the readers unconsciously manipulated by visualization in the cigarette advertisements.

Connotative meaning in the cigarette advertisements can be analyzed through signs in the language of cigarette advertisements. Based on Wernick argued that advertisement plays in sign and language world, sign as the media of culture promotion and advertisement also have role as the media of the ideology expression and symbolic expression of cultural (Wernick 1991:32). There have been studies about cigarettes advertisements previously.

The research was entitled “Youth Culture Representation In A Mild Cigarette Advertisement Go Ahead Version”, conducted by Seto Hidayat (2012). This research focused on representation of youth culture in the Mild cigarette advertisement using semiotic approach to reveal how the messages of promoting the products were crystalized through advertisement.

The analysis of representation using semiotic can be found in the study entitled “Women Representation in Female Cigarette Advertisement”, conducted by Sartika Dewi (2016). This research focused on women representation through cigarettes advertisement in linguistic and non-linguistic sign; language, gesture, and physical appearance that makes women as sexual object.

Beside that, previous study can be found in the study entitled “ A Semiotic Analysis on the A-Mild Advertisement Using Roland Barthes Theory” conducted by Tazkiyatul Fikriyah (2011). This research focused on connotation meaning of the verbal and non verbal signs in the A-Mild Advertisement.

Moreover, the analysis of sign can be found in a research entitled “The Analysis Of Semiotic Signs Appearing On A Mild “*Bukan Basa Basi*” Billboard Cigarette Advertisement” conducted by Novianto Wahyu Hidayat (2014). This research focused on the semiotic signs that are used in the A Mild “*Bukan Basa Basi*” cigarette advertisements, and the interpretation of semiotic signs in the A Mild “*Bukan Basa Basi*” cigarette advertisements.

The last previous study was entitled “Semiotics Analysis Of Cigarette Bilboard Advertisements on Jalan S. Parman Malang” conducted by Diana Niken Anggraini (2014). This research focused on semiotics signs are used in some cigarette billboard advertisements

on Jalan S. Parman Malang and the meanings of semiotics signs used in some cigarette billboard advertisement on Jalan S. Parman Malang.

Based on the previous studies above there are the differences with this study, such as fifth previous studies was focused on analysis about representation object and analysis what the sign in the cigarette advertisement than to find the connotation meaning in the cigarette advertisements. It is difference from those studies, this research discuss about Meaning of the Signs in the Cigarette Advertisements that focused on Signification system by Roland Barthes in the cigarette advertisements. It is important to analyze because in the cigarette advertisements using their creativities to create connotative and metaphor in the scene and slogan of the product to persuading and make attention the readers, in addition these advertisement using the sign consumption purposes of advertising and the manipulation of consciousness.

Therefore, the phenomenon leads the writer to find and analysis the sign in one each brand of cigarette advertisements namely Djarum Super Mild edition Water Hoverboard, Djarum LA Bold edition Be Bold, U Mild edition *Makin Dekat Makin Nekat*, Djarum 76 edition *Pesona Indonesia*, and Lucky Strike Mild are chosen because there are many sign can be analyz.

## **1.2 Statement of Problem**

Advertisements is sometimes visualized using sign in the form of pictures and words. How the cigarette advertisements are visualized becomes the concern in this study. This study focused on finding out the signs and its meaning in the cigarette products. The research questions are as follows:

1. What are the sign in the cigarette advertisements based on Roland Barthes theory?

2. How is the meaning of sign in cigarette advertisements based on Roland Barthes theory?

### **1.3 Research Objectives**

The aims of this research based on the statement of problem are:

- 1) To find out the sign in the cigarette advertisements based on Roland Barthes theory.
- 2) To understand the meaning of sign in cigarette advertisements based on Roland Barthes theory.

### **1.4 Research Significance**

There are two essential significant of the study as follows:

- 1) Academically, this significance of study is referred to the writer itself especially as the one of the student of English Department.
- 2) Practically, this research can be reference other researches which interested about the problem in this study.

### **1.5 Definition of Key Terms**

In this case, the researcher would like to presents key terms of an analysis of sign on the pictures in cigarette advertisents. Some terms are defined as follows:

- i. Semiotics

Semiotics as a discipline is simply the analysis of signs or the study of the function of sign system.

- ii. Sign

Sign is the symbol which is used for everything around human daily lives. A sign located everywhere, a sign in word form, human gestures, traffic light, national flag and every object that manifest meaning which can be determined as a sign.

iii. Denotation

Denotation is the first level of signification. It mean that the permanent sense of the word excluding all subjective evaluation. It describes the literal or obvious meaning of the sign.

iv. Connotative

Connotative meaning is placed in second order of signification because connotation comes from denotation. Connotation meaning elaborate that a sign produces an attitudinal meaning when it is defined based on the feeling of the readers or values of cultures.

v. Advertisements

Advertisement as a message in communication process especially as persuasive communication. According to (Schmenent, 2002:10) advertisement is, of course a tool of persuasion the company that places the advertisement has a goal in mind: to introduce the product, to sell a product, to exclaim the quality of the company's product offerings.

vi. Cigarette

Based on the Meriam Webster dictionary that cigarette is a slender roll of tobacco leaves enclosed in paper and meant to be smoke.



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